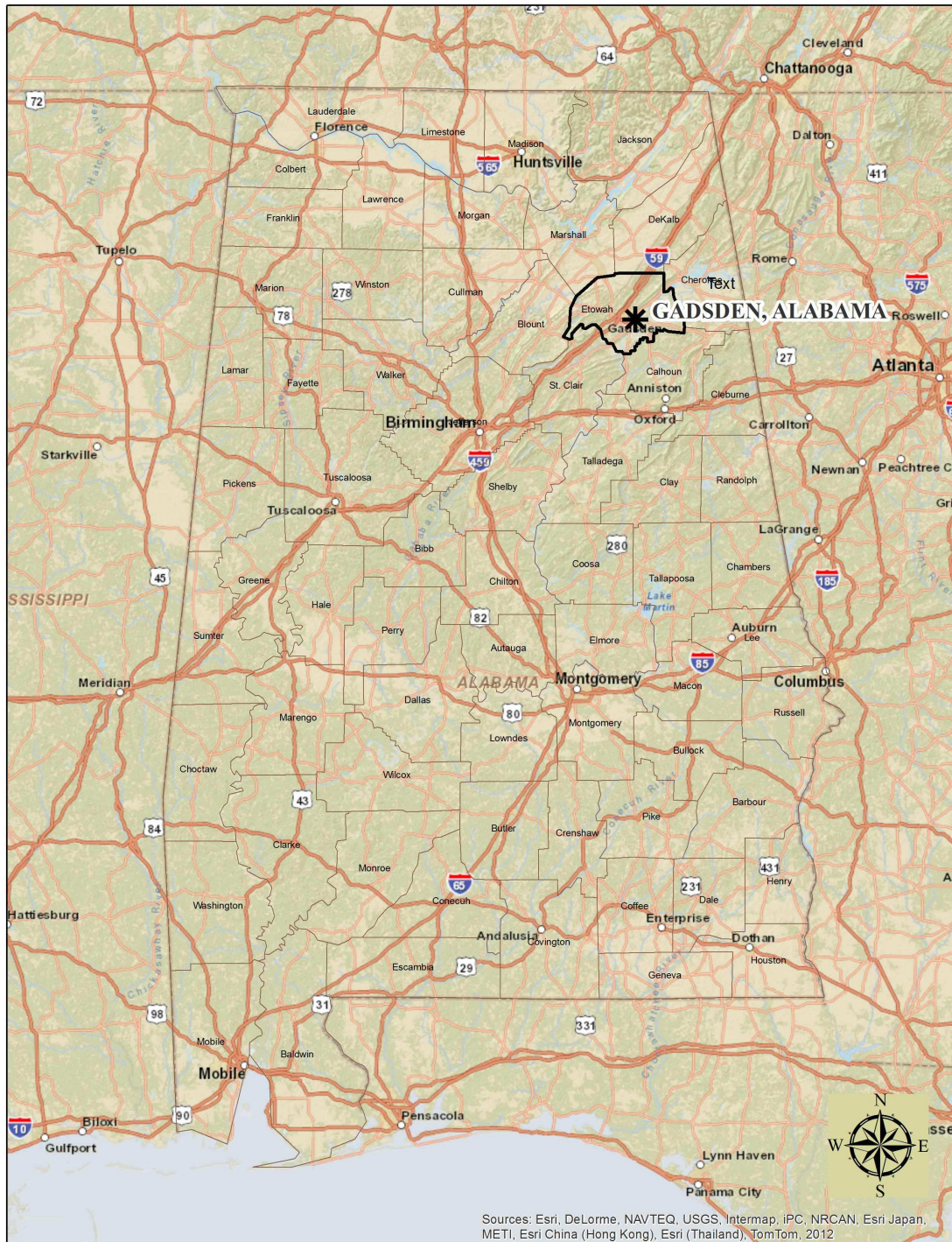


CITY OF GADSDEN MS4 PROGRAM



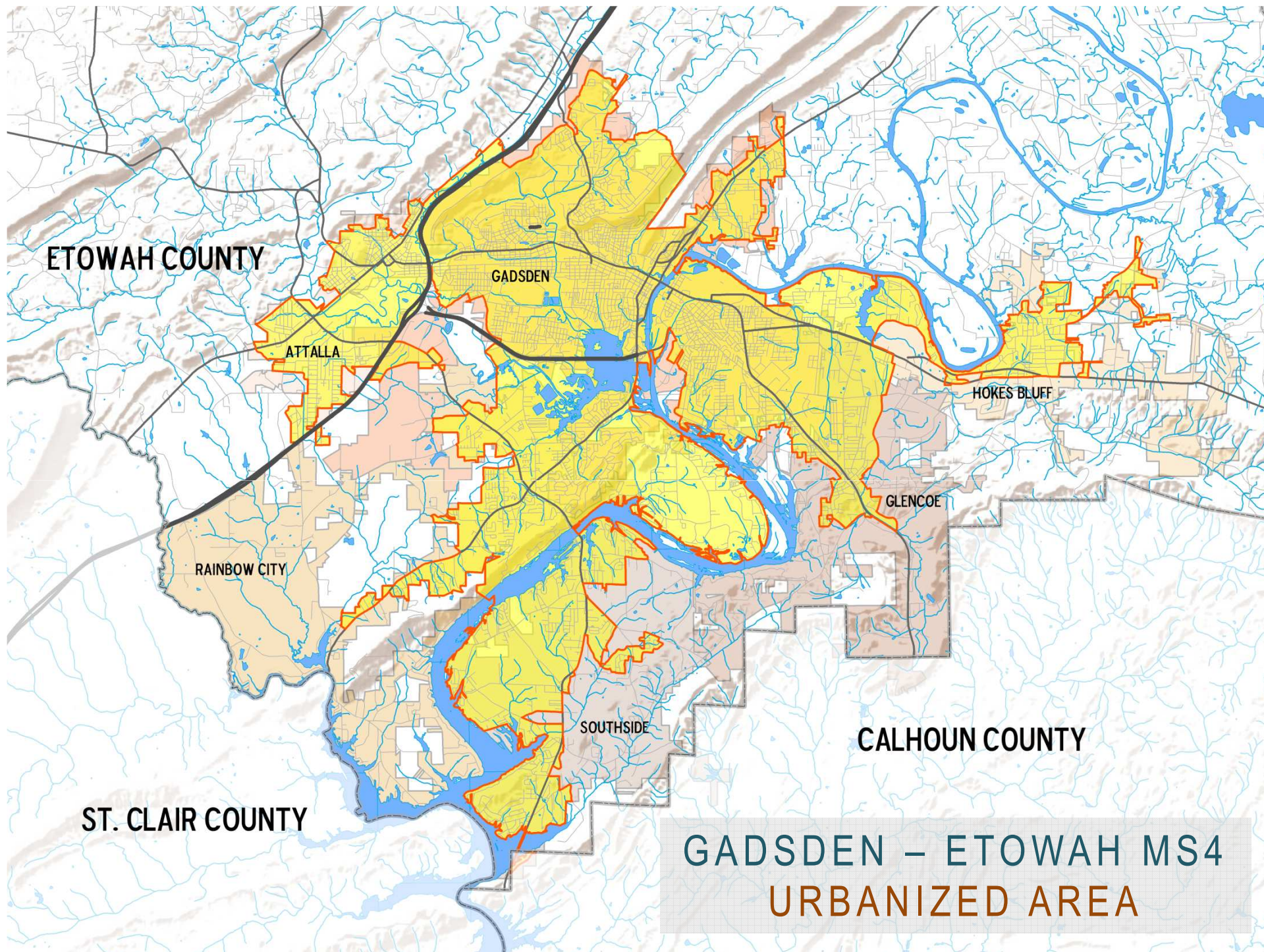
PARTNERSHIPS: THE KEY TO A SUCCESSFUL PROGRAM



POPULATION

Gadsden	36,674	(2012)
Etowah County	104,392	(2012)





**GADSDEN – ETOWAH MS4
URBANIZED AREA**

GROWTH OF THE PROGRAM

2003 The City of Gadsden received an MS4 permit with Co-permittees (Rainbow City, Glencoe, Southside, Hokes Bluff, Attalla, Reece City, Etowah County)

The City of Gadsden Planning Department controlled and enforced the permit for the City of Gadsden.

2006 Director of Planning took another job



CHIEF ENGINEERING AIDE



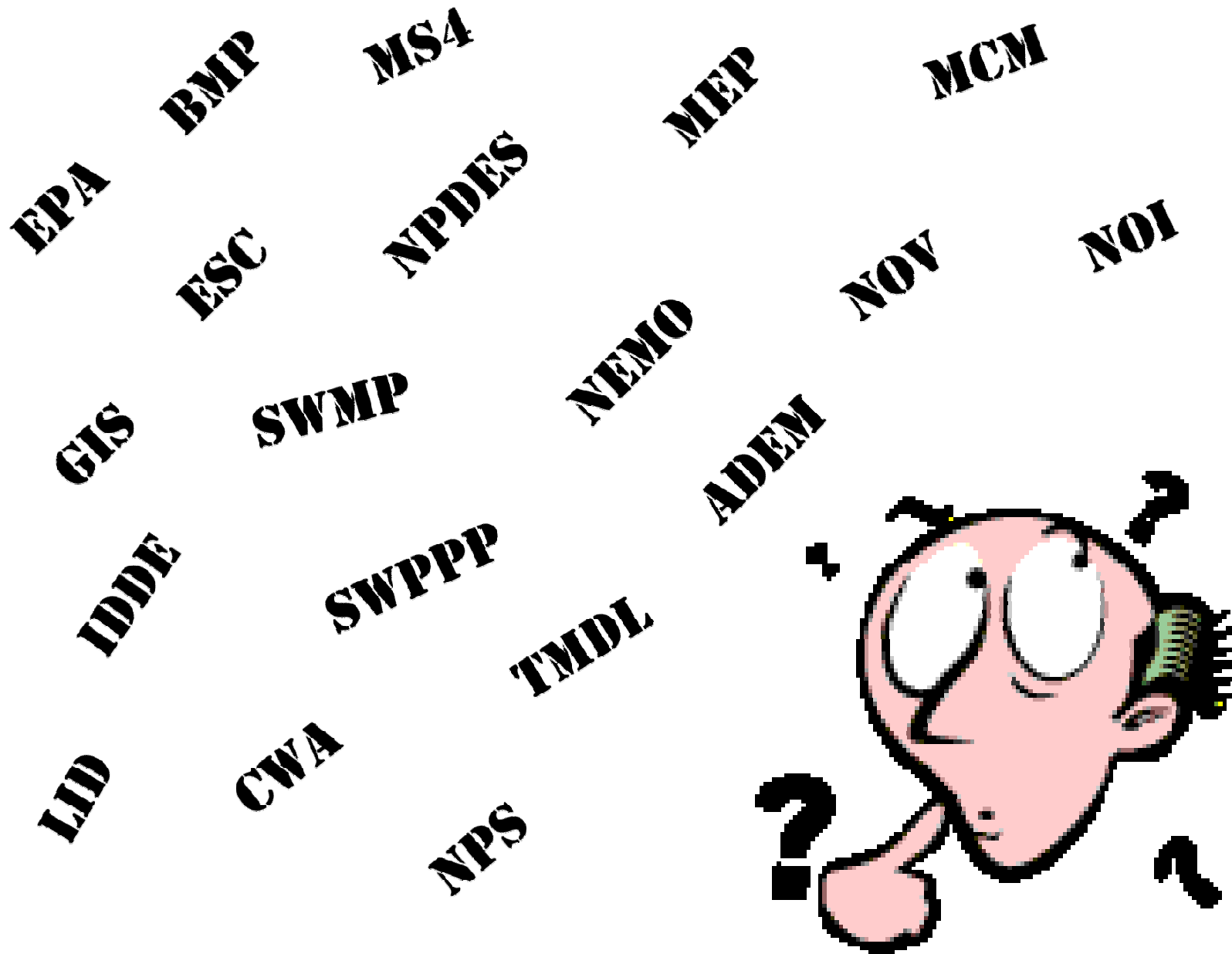
GROWTH OF THE PROGRAM

2007 The Associate Planner was responsible for reviewing development plans. She took another position. The responsibility became mine.

What is the **Storm Water Manager**?

This was a **total change** in thinking

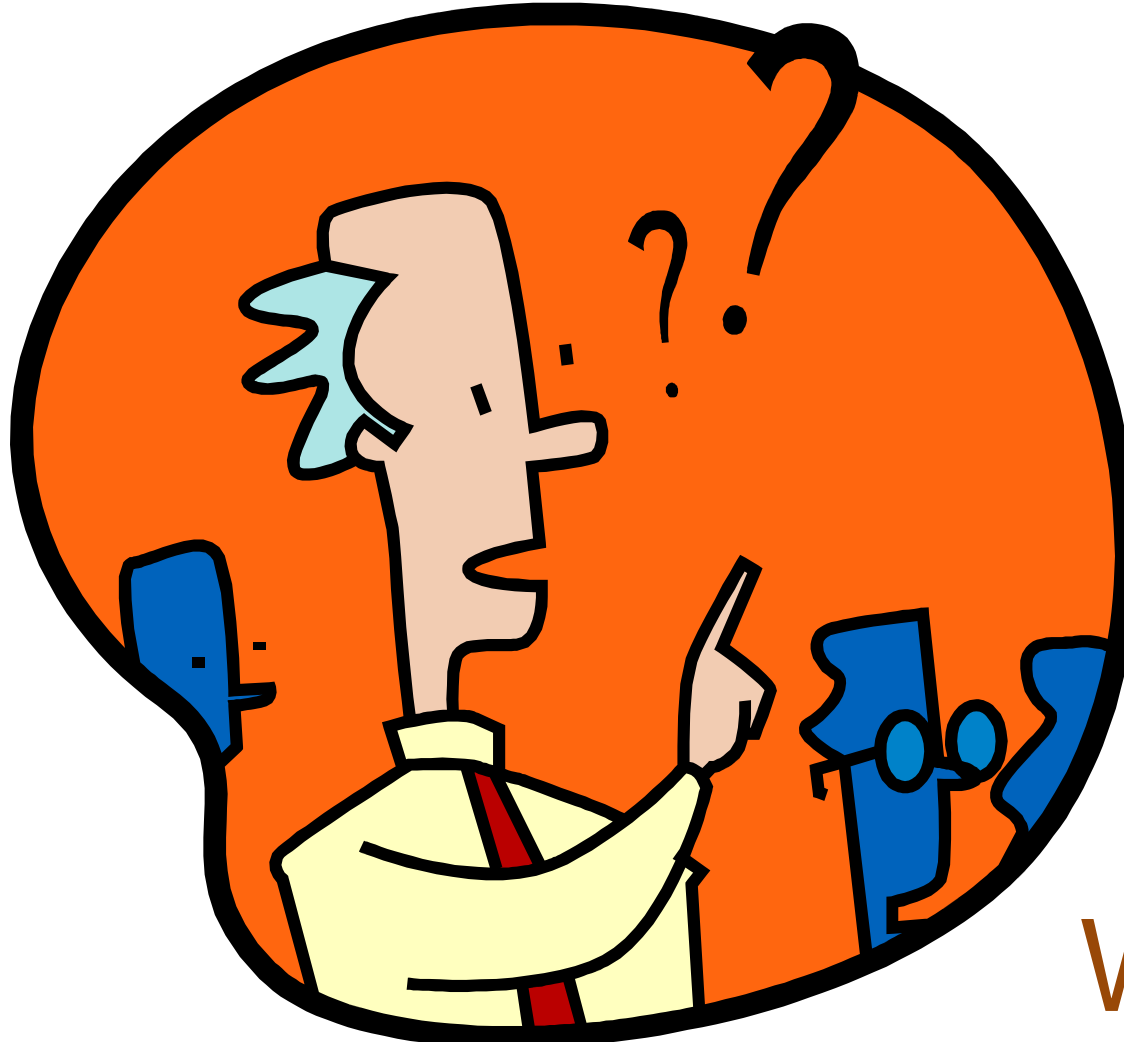






GROWTH OF THE PROGRAM

- 2008** Director of Engineering retired. Chad Hare was hired as Director of Engineering.
- 2009** Chad and I attended a permit discussion meeting in Auburn.
- 2010** Marla Smith and Vernetta Holdren with ADEM performed an audit.
- 2011** Notice of Violation issued because Storm Water Management Plan (SWMP) had not been updated.



Why is this
important?

GROWTH OF THE PROGRAM

It is possible to begin a storm water management program that works for your entity. **Don't lose hope.**

Our program began to change when we reached out to our partners (other MS4s, agencies, consultants).

We met with our city council and our co-permittees and agreed to hire S&ME to help us develop a program that we could accomplish successfully.

We began to move past the struggling phase and began to accomplish our MS4





LESSONS LEARNED

- Choose someone who will take ownership of the storm water position
- Provide / allow the necessary trainings
- Understand that more responsibility means more time may be needed to fulfill the new responsibilities
- Involvement in community groups/partnerships is important

LESSONS LEARNED

- Find a good environmental firm to help develop a program with clear goals that you can implement.
- It is a learning process. Celebrate the successes and learn from the failures.
- Remember to do the maximum extent possible. (MEP)
- Don't try to do it by yourself. Reach out and make partnerships.

Before you can
provide a solution you
must...

**IDENTIFY THE
PROBLEM**

PROBLEM: WE HAVE LIMITATIONS

SELF EVALUATION

- We were not well versed/educated in this type of storm water management.
- We did not have the staff to accomplish the objectives.

ECONOMY

- Not the time to ask for additional staff.

Don't simply look for
people, look for
partners.
PEOPLE = TALKERS

PARTNERS = WORKERS

PARTNERS HELP YOU MEET THE SIX PROGRAM OBJECTIVES

1. Public Education and Outreach
2. Public Involvement/Participation
3. Illicit Discharge Detection and Elimination (IDDE)
4. Construction Site Runoff Control
5. Post-Construction Site Runoff Control
6. Pollution Prevention/Good Housekeeping

WHERE CAN YOU FIND PARTNERS?

- **Co-Permittees**

PARTNER WITH...CO-PERMITTEES



Population:
9,666



Population: 36,674



Population:
8,491



Population: 5,208



Population:
4,343



Population: 104,392

Town of
Reece City



Population:
6,010

THE STEERING COMMITTEE



ADEM NON-POINT SOURCE CONFERENCE

JANUARY 22, 2014

WHERE CAN YOU FIND PARTNERS?

- Co-Permittees
- **Outside Organizations**

PARTNER WITH...

OUTSIDE ORGANIZATIONS

- Keep Etowah Beautiful
- Gadsden Water Works and Sewer Board
- USDA
- NRCS
- Alabama Power
- Etowah County Soil and Water Conservation District
- Middle Coosa Watershed Project
- Neely Henry Lake Association
- Gadsden State Community College
- Etowah County Sheriff's Department
- Local Schools
- Alabama/Coosa River Basin Clean Water Partnerships

WHERE CAN YOU FIND PARTNERS?

- Co-Permittees
- Outside Organizations
- **Storm Water Professionals**

PARTNER WITH...

STORM WATER PROFESSIONALS

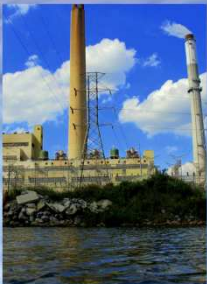
- Engineering / Environmental Consultants
- Other MS4s / Permittees
- Community



October 16, 2013 | Pitman Theatre | Gadsden, Alabama

2013 CONFERENCE

Gadsden-Etowah MS4



1. Public Education & Outreach
2. Public Participation & Involvement
3. Illicit Discharge Detection & Elimination
4. Construction Site Runoff Control
5. Post-Construction Runoff Control
6. Pollution Prevention & Good Housekeeping



WHERE CAN YOU FIND PARTNERS?

- Co-Permittees
- Outside Organizations
- Storm Water Professionals
- **ADEM – Yes, I said ADEM**

PARTNER WITH...ADEM

Turning point: **ADEM audit - May 10, 2010**

- Scary process
- They actually helped us
- Pointed out that we were doing it, just not documenting

ADEM has the knowledge and is willing to share that knowledge.

They are willing to:

- Meet with you
- Answer phone calls
- Attend conferences

THEY CAN ONLY HELP IF YOU ARE WILLING TO ASK.



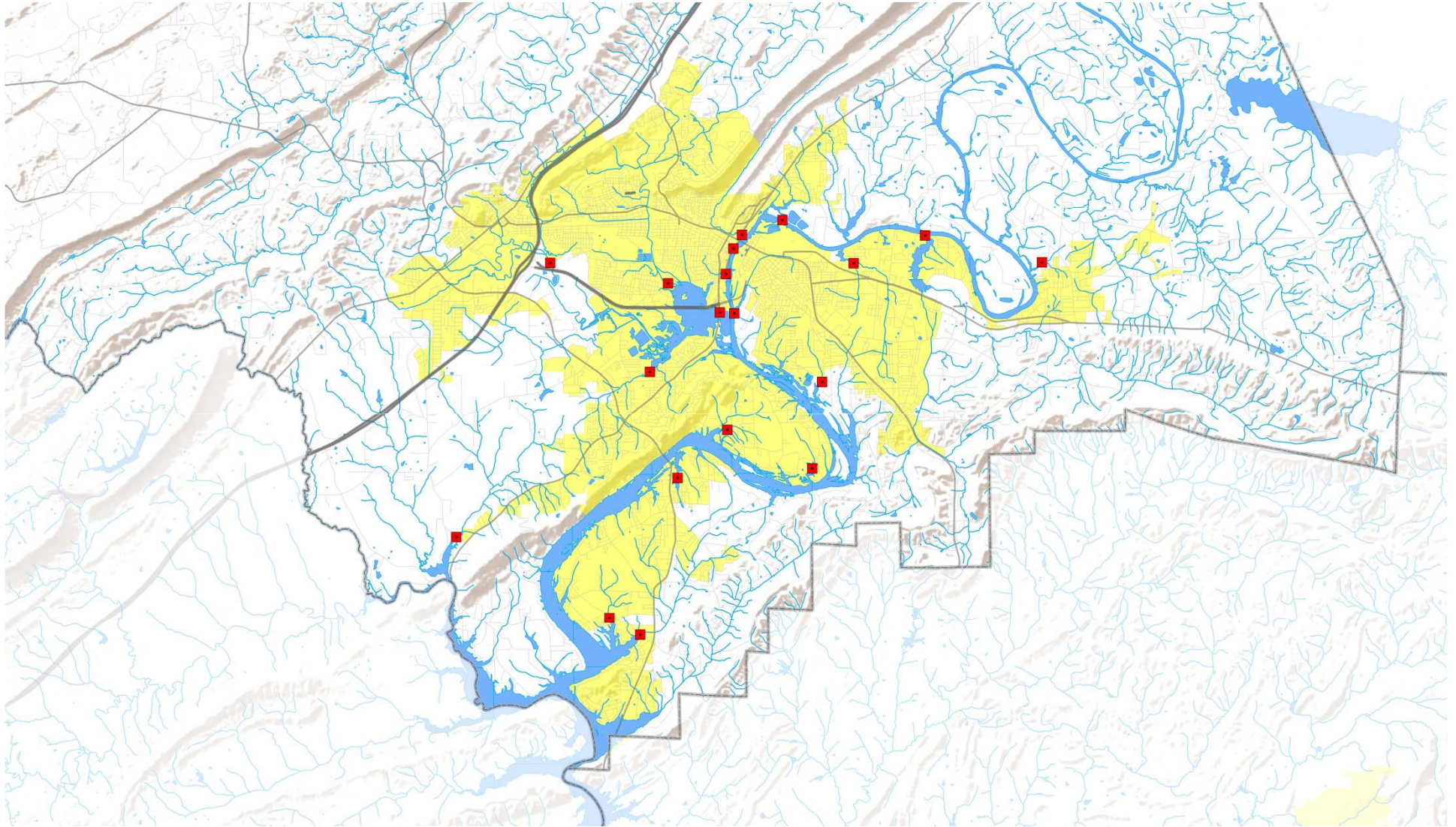
DON'T MAKE IT HARDER THAN IT IS!



HIGHLIGHTING A FEW SUCCESSSES



GADSDEN-ETOWAH MS4



STORM WATER MONITORING POINTS

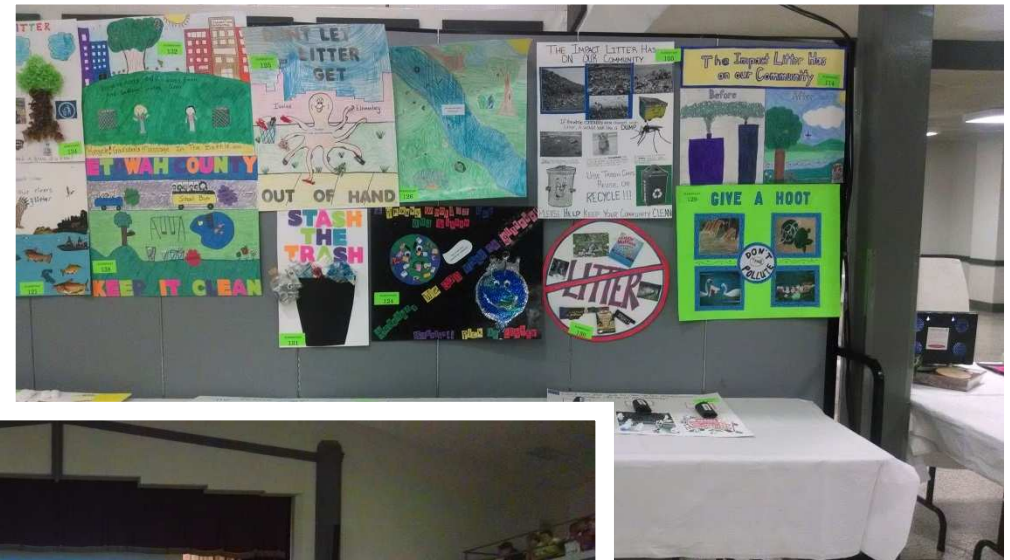


RENEW OUR RIVERS



The City of
Gadsden
Wildlife Park
2013





MESSAGE IN A BOTTLE 2013



Over 1,000
Students
from 1st to
12th Grade





FARM CITY 2013

1,200 First Graders





WATER FESTIVAL 2013

Over 1,300 students and 200 volunteers



**A VICTORY WE HAVE
WANTED FOR A LONG TIME**





NRCS

United States Department of Agriculture



Affiliate Keep America Beautiful



Gadsden Water Works
"Quality on Tap"

